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9 UNITED STATES DISTRICT COURT  
10 NORTHERN DISTRICT OF CALIFORNIA  
11 SAN FRANCISCO DIVISION

12 IN RE JUUL LABS, INC., MARKETING,  
13 SALES PRACTICES, AND PRODUCTS  
14 LIABILITY LITIGATION

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16 This Document Relates to:  
17 CLASS ACTIONS  
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Case No. 19-md-02913-WHO

**NOTICE REGARDING DEADLINES SET  
IN ORDER GRANTING MOTION FOR  
PRELIMINARY APPROVAL OF ALTRIA  
SETTLEMENT**

In accordance with the Court's September 7, 2023 Order Granting Preliminary Approval of Altria Settlement of Class Claims, Dkt. 4130, Class Plaintiffs file this notice setting the specific calendar date for each of the deadlines set forth in the Court's Order.

Event	Days After Entry of the Order	Deadline
Payment of the Initial Class Settlement Administration Payment	5	Sept. 12, 2023
Notice Period Commences (Email and Postcard)	30	Oct. 9, 2023* <sup>1</sup>
Publication Notice Commences	30	Oct. 9, 2023*
Notice Period Concludes (Email and Postcard)	60	Nov. 6, 2023
Publication Notice Fully Concludes	90	Dec. 6, 2023
Notice Completion / Settlement Administrator Declaration Date	90	Dec. 6, 2023
Motion for Final Approval Deadline	129	Jan. 15, 2024*
Fee and Expense Application Deadline	129	Jan. 15, 2024*
Claims Filing Postmark Deadline	150	Feb. 5, 2024*
Opt-Out Deadline	150	Feb. 5, 2024*
Objection Deadline	150	Feb. 5, 2024*
Opposition to Final Approval and Fee and Expense Application Deadline	150	Feb. 5, 2024*
Deadline for the Parties to file information concerning timely filed opt out requests and objections	157	Feb. 11, 2024*
Replies in support of Final Approval and Fee and Expense Application Deadline (including the filing of list of opt outs and objections)	164	Feb. 18, 2024*
Final Approval Hearing		March 6, 2024

<sup>1</sup> \*Falls on a weekend, so deadline extended to the following Monday

1 Dated: September 8, 2023

Respectfully submitted,

3 By: /s/ Dena C. Sharp

4 Dena C. Sharp

**GIRARD SHARP LLP**

601 California St., Suite 1400

San Francisco, CA 94108

Telephone: (415) 981-4800

dsharp@girardsharp.com

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10 **CERTIFICATE OF SERVICE**

11 I hereby certify that on September 8, 2023, I electronically filed the foregoing document  
12 with the Clerk of the Court using the CM/ECF system, which will automatically send notification  
13 of the filing to all counsel of record.

14 By: /s/ Dena C. Sharp

15 Dena C. Sharp